

# Ambassador Briefing Pack

## Thank you for volunteering your time to be a Royal Society of Biology ambassador

Ambassadors are enthusiastic, active and engaged members of the Royal Society of Biology who act as the key contact for the RSB within their workplace. Increasing the reach of the Society, you will represent the RSB at several internal events per year, representing the RSB, promoting the work of the Society, and engaging new and current members with Society opportunities and the benefits of membership.

This briefing pack outlines the communications and resources available to you. Further links can be found at [www.rsb.org.uk/ambassadors](http://www.rsb.org.uk/ambassadors).

We look forward to working together with you and thank you once again for your ongoing commitment to supporting and promoting the science of life!

## COMMUNICATION WITH THE RSB

### Your main contact point at the Society

We have a dedicated inbox for related communications, so please contact [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk). This mailbox will be monitored by 2 members of staff in the RSB membership team.

### Monthly updates

Once a month, you will receive an email update containing:

- **Information for you**  
This is information that will be of interest to you, such as RSB ambassador specific updates and sharing other ambassadors' news etc.
- **Information to share**  
This will be RSB updates that you can circulate internally, such as upcoming grants and competitions, events to attend, information about how to make the most of membership, voluntary opportunities etc.

### Quarterly video calls

At least once a quarter, we will host an ambassador video call using [zoom.us](https://zoom.us), for your RSB coordinators to share relevant updates, ambassadors to share their experience from recent ambassador events, and to discuss upcoming opportunities. We will book call dates based upon majority ambassador availability using a [doodle](https://doodle.com) poll, which will be sent to you in advance.

### Ideas?

Please keep us informed about any events you are delivering or attending, recruitment campaigns you are running, and further ideas you have. We will work with you to support these activities, and aim to share highlights with all ambassadors to fuel further ideas and collaboration.

# REPRESENTING THE SOCIETY AT AN EVENT

Events are a brilliant way to harness dedicated time with a group of people. As an ambassador, we request that you commit to attending or organising a minimum of 1-2 events per year within your workplace representing the RSB, promoting the work of the Society and the benefits of membership.

## Suggested event ideas

We are very keen to speak with you about any ideas you may have. Here are a few:

- Attending an onsite event, such as a biological sciences careers day or research conference, with a stand of literature.
- Hosting an event, such as inviting an RSB staff member to deliver a lunchtime seminar, an FRSB to give a talk, or collaborating with a forum based at your institution (for example, a Biosciences Society, postgraduate research society, or lab group).
- Doing a short membership talk, using RSB slides, during student welcome week or when a new cohort joins.
- Co-ordinating an event with an RSB regional branch at your workplace.
- Collaborating with another ambassador, such as inviting the ambassador to speak to your students.

## Before the event

### Notify us

We ask that you tell us about events you're intending to host or attend, via email, as we would like to offer our support and take note of your activity.

### Planning to host an event?

Please send us a completed risk assessment form. If you do not already have one from your organisation, please complete the RSB event risk assessment form at [www.rsb.org.uk/toolkit](http://www.rsb.org.uk/toolkit) and send to [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk).

## After the event

### Post-event impact form

To help us monitor the impact of the ambassador scheme, we kindly ask that you [complete this form](#) to record:

- Event name, location and date.
- Number of people who attended, and if anyone completed the membership interest forms.
- Your personal event highlight.
- Any pictures from social media and/or related social media posts.

# FACILITATING NEW MEMBERS TO JOIN

Members are the lifeblood of the Society, and we look forward to working together with you to spread the benefits of membership. We want to support you to engage more people at your workplace with the Royal Society of Biology and, where appropriate, to actively encourage eligible members to join.

We have several tools detailed below that will help you to do this.

## PROMOTING MEMBERSHIP

### The online membership promotion toolkit

A range of resources are available for you to use to promote the benefits of RSB membership, including more information about RSB membership grades, FAQs, promotional and presentation materials for use at events, interest forms for potential members to fill in and PowerPoint presentations.

You can access all of these at [www.rsb.org.uk/toolkit](http://www.rsb.org.uk/toolkit)

If you have ideas for amending current resources, creating additional resources, or have any questions you need answering, then please let us know at [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk).

## Email

### Membership promotion email template

We will be sharing promotional email templates with you at certain points of the year that will be easy for you to share internally. We aim to work with you to promote membership to your colleagues in May #membershiptomay, and where relevant, to promote student membership in November. In the meanwhile, if you would like a membership promotion email template to circulate internally, please contact [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk) and we will write one for you.

### Email signature

Please attach [this image](#) to your email signature, signifying that you are an official RSB ambassador.

## JOINING THE SOCIETY

### Membership interest forms

These forms are available for you to download, print and cut from the online [membership promotion toolkit](#). Please use these to capture information about the prospective member, and either scan them to send to [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk), or post them to Ambassadors, Royal Society of Biology, 1 Naoroji Street, London WC1X 0GB, including your name.

Please make sure that you adhere to the [General Data Protection Regulation \(GDPR\)](#) and destroy documents containing personal data – if you have emailed scanned forms, please destroy the forms, and delete both the document and email in your sent folder.

### Quick join links

Each ambassador will be allocated a specific link to a 'quick-join' online form. This form is for you to include in email correspondence, hyperlink to your ambassador signature, or to send to someone who may wish to join the Society. This will trace the person's application to you, and make it easier for them to join the Society. More information will be provided about this throughout the year.

### Email introductions

You are welcome to introduce a potential new member to the Society via email by copying in [ambassadors@rsb.org.uk](mailto:ambassadors@rsb.org.uk).

## COLLABORATION

We are keen to facilitate collaboration between RSB Ambassadors and interested groups.

### Annual networking meeting

Ambassadors will have the chance to meet each other, network with other RSB volunteers and receive key updates from RSB staff at the annual networking meeting, held in conjunction with the RSB all [branches](#) annual meeting. This will take place in March.

### Profiling Online

This is to help promote what our Ambassadors are doing, both professionally and as an Ambassador of the Society.

## **RSB website**

We will ask for your photograph, an email address to contact you on or a link to your page on your institutions' website, and your preferred social media ID (eg. Twitter handle, LinkedIn profile). This will be displayed on the [ambassadors page](#) of the website to facilitate people who are looking for the RSB key-  
onsite contact to contact you.

## **Writing for the RSB Blog and *The Biologist* magazine**

If you would like to be profiled in *The Biologist* magazine, write about something new that you're working on for the blog, or have an idea for a larger opinion piece in the magazine, please let us know. Our editor will be notified and will contact you.

## **Social media**

We will explore when and where it's appropriate to share ambassador related news on social media. Please feel free to tag [@RoyalSocBio](#) on Twitter if you post anything related to your ambassador work with the Society.

## **RSB Regional Branches**

The Society has 17 regional branches in the UK, led by a board of members from that particular region. They run a variety of events, including social events, public outreach activities and small conferences. You will be introduced, by email, to your regional branch for future collaboration opportunities.

## **University student-led Biosciences Society (HE Ambassadors Only)**

We encourage collaboration between Ambassadors and student led Bioscience Societies within your institution.

## **RSB registered Bioscience Societies**

If your University has a Bioscience Society registered with the RSB, then we will introduce you by email to our point of contact there. We'd like to encourage you to work with them, for example, they could source students to volunteer at your RSB Ambassador events, or you could work together to run a lunchtime lecture.

## **Bioscience Societies not yet registered with the RSB**

If you are aware of student led bioscience societies within your institution, and we confirm that they're not yet registered with the RSB, please put us in contact with them so that we can invite them to become registered with us and benefit from the above. Benefits of their registration can be found at [www.rsb.org.uk/biosocs](http://www.rsb.org.uk/biosocs).